



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4960572

Schedule Dates 08/27/21-08/30/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST, 617 (1606466)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/617
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30 EST. 617 - McAuliffe Week #11 General 60's ADD

Date Entered 08/26/21
Last Modified 08/26/21
Entered By Alexa Schram
CO-OP No
External # 10915728
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,360.00
Net Total \$53,040.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2021	21	\$28,650.00
Sep. 2021	17	\$33,750.00
Grand Total:	38	\$62,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	5A- News-7News ON YOUR SIDE at 5AM						1			1	\$500.00	\$500.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
2.0	Normal Line / Access	08/27/21-08/27/21	2	1:00	7:29:26P- Jeopardy						1			1	\$5,600.00	\$5,600.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
3.0	Normal Line / SPOT	08/28/21-08/28/21	2	1:00	9A- ABC-Good Morning America Saturday 2							1		1	\$800.00	\$800.00	Washington (WJLA)	Daypart WK GMA - SAT B(Agency)-LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
4.0	Normal Line / SPOT	08/29/21-08/29/21	2	1:00	7:58:40A- ABC-Good Morning America Sunday								1	1	\$800.00	\$800.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
5.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	9A- Live with Kelly						1			1	\$700.00	\$700.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

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6.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	10:58:25A- ABC-The View						1			1	\$1,200.00	\$1,200.00	Washington (WJLA)	Daypart DT THE VIEW(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
7.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	11:59:56A- News-7News ON YOUR SIDE at Noon						1			1	\$800.00	\$800.00	Washington (WJLA)	Daypart DT 7NEWS ON YOUR SIDE AT NOON(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/26/21
8.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	2P- ABC-General Hospital						1			1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
9.0	Normal Line / Prime Premium	08/30/21-08/30/21	2	1:00	7:57:56P- ABC-Bachelor in Paradise (Monday)		1							1	\$9,000.00	\$9,000.00	Washington (WJLA)	Daypart PT THE BACHELORETTE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
10.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	11:00:26P- News-7News ON YOUR SIDE at 11PM						1			1	\$1,400.00	\$1,400.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

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11.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	11:35P- ABC-Jimmy Kimmel		1							1	\$1,100.00	\$1,100.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
12.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	5:58:15A- News-7News ON YOUR SIDE at 6AM						1			1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
13.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	12:37A- ABC-Nightline						1			1	\$350.00	\$350.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
14.0	Normal Line / SPOT	08/28/21-08/28/21	2	1:00	8A- News-7News ON YOUR SIDE Weekend at 8AM							1		1	\$700.00	\$700.00	Washington (WJLA)	Daypart WK 7NEWS ON YOUR SIDE AT 8AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

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15.0	Normal Line / SPOT	08/28/21-08/28/21	2	1:00	12:30P- Sports-ABC Little League World Series							1			\$2,500.00		Washington (WJLA)	Daypart WK LIL LEAGUE WORLD SERIES SEMIFI(Agency) -LPMay/2021LS adj. LPJul/2020LS	8/26/21
15.0.1	Preempt	08/28/21															Washington (WJLA)	Pre-empt/Exception - violates advertiser rules for Little League	
16.0	Normal Line / SPOT	08/28/21-08/28/21	2	1:00	3:30P- Sports-ABC Little League World Series 2							1			\$2,500.00		Washington (WJLA)	Daypart WK LIL LEAGUE WORLD SERIES SEMIFI(Agency) -LPMay/2021LS adj. LPJul/2020LS	8/26/21
16.0.1	Preempt	08/28/21															Washington (WJLA)	Pre-empt/Exception - violates advertiser rules for Little League	
17.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	6:58A- ABC-Good Morning America						2			2	\$1,800.00	\$3,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

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18.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	10A- Rachael Ray						1			1	\$500.00	\$500.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
19.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	4:59:30P- News-7News ON YOUR SIDE at 5PM						1			1	\$1,400.00	\$1,400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
20.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	5:59:26P- News-7News ON YOUR SIDE at 6PM						1			1	\$2,000.00	\$2,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
21.0	Revised Line / SPOT	08/28/21-08/28/21	2	1:00	6P- News-ABC 7 News at 6p Wknd							1					Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
21.1	Normal Line / SPOT	08/29/21-08/29/21	2	1:00	6P- 7P (EST)								1	1	\$800.00	\$800.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

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22.0	Normal Line / SPOT	08/29/21-08/29/21	2	1:00	6:30P- News-7News ON YOUR SIDE Weekend at 630PM								1	1	\$800.00	\$800.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6:30(Agency) -LPMay/2021LS adj. LPJul/2020LS (pa	8/26/21
23.0	Normal Line / Access	08/27/21-08/27/21	2	1:00	6:58:46P- Wheel Of Fortune						1			1	\$3,600.00	\$3,600.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
24.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	5A- News-7News ON YOUR SIDE at 5AM		1							1	\$500.00	\$500.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 5AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/26/21
25.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	5:58:15A- News-7News ON YOUR SIDE at 6AM		1							1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart EM 7NEWS ON YOUR SIDE AT 6AM(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav	8/26/21

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26.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	6:58A- ABC-Good Morning America		2							2	\$1,800.00	\$3,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
27.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	10A- Rachael Ray		1							1	\$500.00	\$500.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
28.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	4:59:30P- News-7News ON YOUR SIDE at 5PM		1							1	\$1,400.00	\$1,400.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 5(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
29.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$2,000.00	\$2,000.00	Washington (WJLA)	Daypart EN 7NEWS ON YOUR SIDE AT 6(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
30.0	Normal Line / Access	08/30/21-08/30/21	2	1:00	6:58:46P- Wheel Of Fortune		1							1	\$3,600.00	\$3,600.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

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35.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	2P- ABC-General Hospital		1							1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

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WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4960572

Schedule Dates 08/27/21-08/30/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST, 617 (1606466)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/617
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30 EST. 617 - McAuliffe Week #11 General 60's ADD

Date Entered 08/26/21
Last Modified 08/26/21
Entered By Alexa Schram
CO-OP No
External # 10915728
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,360.00
Net Total \$53,040.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Aug. 2021	21	\$28,650.00
Sep. 2021	17	\$33,750.00
Grand Total:	38	\$62,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
36.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$1,400.00	\$1,400.00	Washington (WJLA)	Daypart LN 7NEWS ON YOUR SIDE AT 11(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
37.0	Normal Line / SPOT	08/30/21-08/30/21	2	1:00	12:37A- ABC-Nightline		1							1	\$350.00	\$350.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21
38.0	Normal Line / SPOT	08/27/21-08/27/21	2	1:00	11:35P- ABC-Jimmy Kimmel						1			1	\$1,100.00	\$1,100.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency) -LPMay/2021LS adj. LPJul/2020LS (pav)	8/26/21

CONFIRMATION CONTRACT

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